

**What is claimed is:**

1. A computer implemented method of dynamic customer demand forecasting, comprising using a computer to perform the steps of:

- 5       inputting at least one forecast rule;  
       calculating at least one forecast hit rate, each  
          of which corresponds to a forecast rule;  
       selecting a highest hit rate from the forecast  
          hit rate; and  
10       designating the forecast rule corresponding to  
          the highest hit rate as a target rule.

2. The computer implemented method of dynamic customer demand forecasting as claimed in claim 1, further comprising providing the target rule to a  
15       capacity allocation model for capacity allocation.

3. The computer implemented method of dynamic customer demand forecasting as claimed in claim 1, wherein the forecast rule comprises a forecast base rule and at least one customer defined rule.

20       4. The computer implemented method of dynamic customer demand forecasting as claimed in claim 3, wherein the input step further comprises integrating the forecast base rule and the customer defined rule into the forecast rule.

25       5. The computer implemented method of dynamic customer demand forecasting as claimed in claim 3,

wherein the forecast base rule is produced according to the most current order.

6. The computer implemented method of dynamic customer demand forecasting as claimed in claim 1,  
5 wherein the forecast hit rate is calculated according to orders.

7. An apparatus of dynamic customer demand forecasting, comprising:

an input module, inputting at least one forecast  
10 rule;  
a calculation module, coupled to the input module, calculating at least one forecast hit rate, each of which corresponds to a forecast rule;  
15 a selection module, coupled to the calculation module, selecting a highest hit rate from the forecast hit rate; and  
a designation module, coupled to the selection module, designating the forecast rule  
20 corresponding to the highest hit rate as a target rule.

8. The apparatus as claimed in claim 7, further comprising a providing module, coupled to the designation module, providing the target rule to a  
25 capacity allocation model for capacity allocation.

9. The apparatus as claimed in claim 7, wherein the forecast rule comprises a forecast base rule and at least one customer defined rule.

10. The apparatus as claimed in claim 9, wherein the input module further integrates the forecast base rule and the customer defined rule into the forecast rule.

5        11. The apparatus as claimed in claim 9, wherein the forecast base rule is produced according to the most current order.

12. The apparatus as claimed in claim 7, wherein the forecast hit rate is calculated according to  
10 orders.

13. A storage medium for storing a computer program providing a method of dynamic customer demand forecasting, the method comprising the steps of:

inputting at least one forecast rule;  
15        calculating at least one forecast hit rate, each  
             of which corresponds to a forecast rule;  
             selecting a highest hit rate from the forecast  
             hit rate; and  
             designating the forecast rule corresponding to  
20        the highest hit rate as a target rule.

14. The storage medium as claimed in claim 13, further comprising providing the target rule to a capacity allocation model for capacity allocation.

15. The storage medium as claimed in claim 13,  
25 wherein the forecast rule comprises a forecast base rule and at least one customer defined rule.

16. The storage medium as claimed in claim 15, wherein the input step further comprises integrating the forecast base rule and the customer defined rule into the forecast rule.

5        17. The storage medium as claimed in claim 15, wherein the forecast base rule is produced according to the most current order.

18. The storage medium as claimed in claim 13, wherein the forecast hit rate is calculated according  
10 to orders.

19. A system of dynamic customer demand forecasting, comprising:

an operation computer, inputting at least one  
forecast rule, calculating at least one  
15 forecast hit rate, each of which corresponds to a forecast rule, selecting a highest hit rate from the forecast hit rate, and designating the forecast rule corresponding to the highest hit rate as a target rule;  
20 and

at least one database, coupled to the operation computer, storing the forecast rule, the forecast hit rate, and the target rule.

20. The system as claimed in claim 19, wherein  
25 the operation computer further provides the target rule to a capacity allocation model for capacity allocation.

21. The system as claimed in claim 19, wherein the forecast rule comprises a forecast base rule and at least one customer defined rule.

22. The system as claimed in claim 21, wherein  
5 the operation computer further integrates the forecast base rule and the customer defined rules into the forecast rule.

23. The system as claimed in claim 21, wherein the forecast base rule is produced according to the  
10 most current order.

24. The system as claimed in claim 19, wherein the forecast hit rate is calculated according to orders.